

Stronger Together: Building Better Relationships Between ATPs and Chapters

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PMI Culture Value: Together We Can

Meet the Speakers



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Session Goal

By the end of today, you'll have a clear ATP partnership idea that works for everyone—chapters, ATPs, and members—that you can put into action.

Learning Objectives

By the end of this session, participants will be able to:

- Position chapter and ATP collaboration as a strategic enabler of member success and professional growth
- Design customized learning experiences that drive sustained engagement and support member retention
- Learn directly from other chapters about real-world challenges, lessons learned, and practical takeaways



Content in this session aligns with the Chapter <> ATP Partnership Guide, available in the Marketing Portal.

Before we start...

- Do you know what the ATP Program is?
- Is your chapter currently collaborating with an ATP? Show of hands.

- Which collaboration model would your chapter be most interested in exploring?
 - Prep courses
 - Sponsorship
 - Speaker exchanges
 - Joint events/webinars
 - Welcoming learners

PMI Authorized Training Partners: Why They Matter

- Planned update to PMP training eligibility in 2026



What is a PMI Authorized Training Partner (ATP)?

PMI ATPs are PMI-approved organizations that deliver official, PMI-developed instructor-led certification prep.

What's changing (late Q4 2026):

Live PMP training must be delivered by: ATPs, China REPs, or accredited academic programs (incl. PMI GAC).

What's not changing:

Training completed **before** the enforcement date remains eligible; **on-demand/self-paced** training is not impacted

Authorized Training Partners Program

Global Impact

1223
ATPs



ATPs by Region

141

Asia Pacific

179

Europe

89

Latin America

186

MENA

395

North America

113

South Asia

120

Sub-Saharan Africa

Why Chapter <> ATP Partnerships Matter

Benefits and Approach

Two Communities with Unique Strengths

- Both advocates of PMI and members of the PMI community

PMI Chapters

- ✓ Local professional community
- ✓ Volunteer-led, trusted member support network
- ✓ Deep knowledge of local practitioner needs

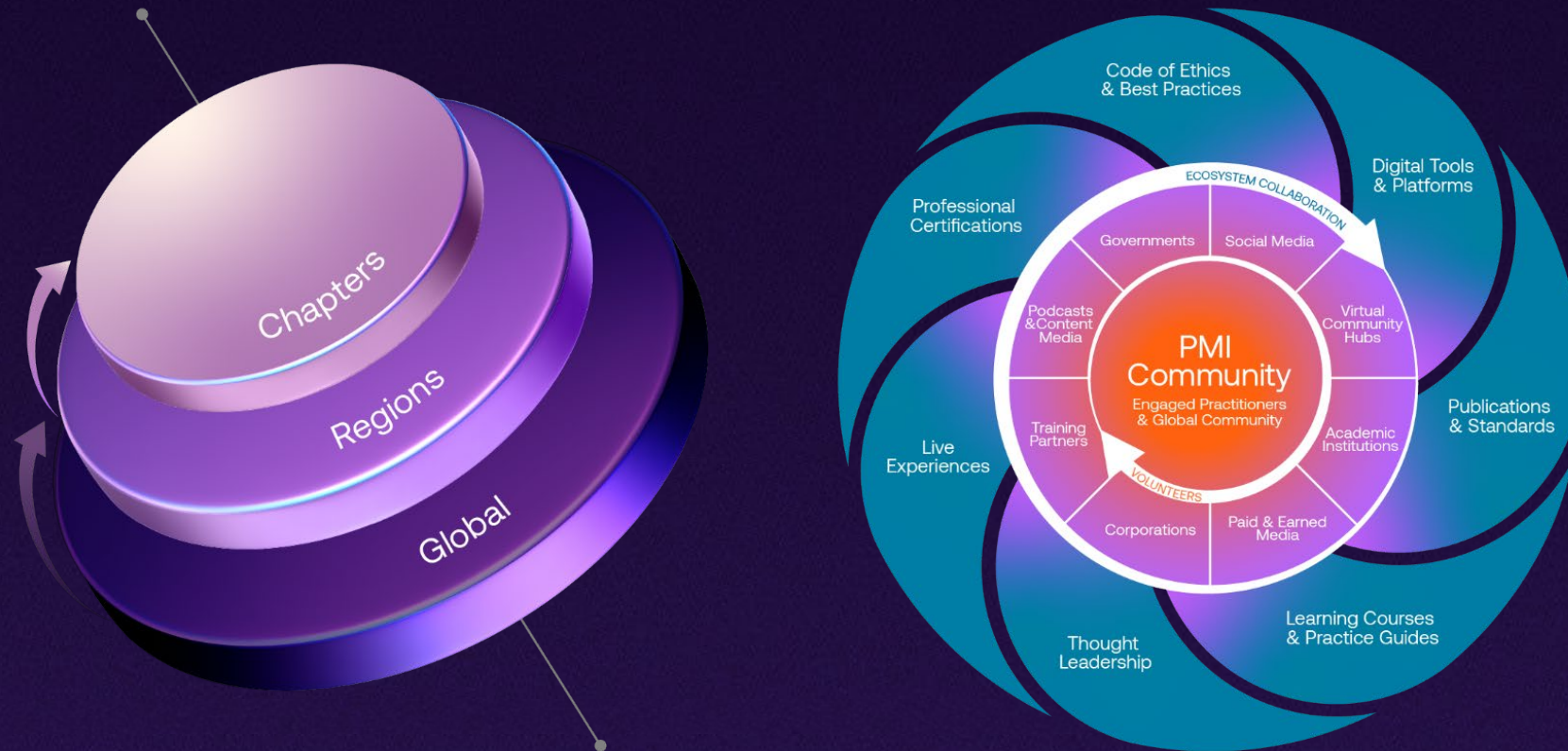
PMI ATPs

- ✓ PMI-authorized training and certification prep
- ✓ Access to active learners
- ✓ Professional instructors & delivery capability

Different strengths. Greater impact together.

The Flywheel Effect

- ATP <> Chapter Interaction



When learning connects to community, momentum builds.

Benefits of ATP <> Chapter Partnerships



**Strengthen
Member Retention**



**Increase Visibility
and Reach**



**Attract & Engage
New Members**

Partnering with an ATP creates a win-win-win: chapters gain high-quality learning and increase reach, ATPs grow their audience and credibility through the chapter's network, and members get training and professional support.

Selecting a Collaboration Model

There's no one-size-fits all approach

Partnership Examples

- Certification Prep Courses
- High-Value Offers and Bundles
- ATP Sponsorship at Chapter Events
- Sharing Expertise
- Joint Programming
- Welcoming Learners into the Community
- Co-Marketing Campaigns



Real-World Success Stories

Hearing from our chapters

Real Impact: What Collaboration Looks Like

- Different models. Same pattern: clear roles, local relevance, and shared ownership.

| Poland Chapter | Romania Chapter | Switzerland Chapter |
|---|--|---|
| <p data-bbox="377 565 657 605">What they did</p> <ul data-bbox="157 674 784 822" style="list-style-type: none">• Long-term ATP partnership• Consistent delivery (courses, webinars, workshops) | <p data-bbox="1131 565 1411 605">What they did</p> <ul data-bbox="912 674 1538 873" style="list-style-type: none">• Partnered with multiple ATPs• Member discounts, scholarship• Shared responsibility (training + membership + exam) | <p data-bbox="1888 565 2168 605">What they did</p> <ul data-bbox="1666 674 2293 873" style="list-style-type: none">• ATP as event sponsor and content partner• Hands-on simulation for International PM Day |
| <p data-bbox="377 939 657 979">Why it worked</p> <ul data-bbox="157 1048 784 1196" style="list-style-type: none">✓ Continuity over time✓ Trust built through repetition✓ Scalable, sustainable model | <p data-bbox="1131 939 1411 979">Why it worked</p> <ul data-bbox="912 1048 1538 1196" style="list-style-type: none">✓ Clear value for early-career professionals✓ Strong role clarity | <p data-bbox="1888 939 2168 979">Why it worked</p> <ul data-bbox="1666 1048 2293 1196" style="list-style-type: none">✓ High visibility✓ High engagement✓ ATP embedded in community |

There's no single model, but there is a pattern

- ❖ Some chapters work with multiple ATPs, others with one long-term partner
- ❖ Some focus on certification & discounts, others on events & visibility
- ❖ Some start with marketing, others with content or sponsorship

What matters is aligning strengths & starting small.



Workshop

Design your pilot partnership

1. Form groups
2. Pick ONE model to pilot
3. Design a 30–60 day pilot:
 - What we'll do (1 sentence)
 - Value for chapter + ATP + members
 - First step in 30 days
 - Success signal (1 metric)
4. Share-out: 60 seconds per group



12 minutes

Practical Activation

How chapters can work with ATPs

Identifying Potential Partners

1 **Search the Directory**

2 **Explore All Options**

3 **Consider Unique Needs**

4 **Formally Evaluate**

Resources in the Chapter-ATP Partnership Guide:

- ATP Identification Checklist
- Partnership Evaluation Framework

Starting the Conversation

Templates available on the Chapter Marketing Portal:

- Email
- LinkedIn Messaging
- In-Person Connection



Formalizing Your Partnership

A Memorandum of Understanding (MOU) helps define:

- Shared goals
- Roles and responsibilities
- Scope of activities
- Branding guidelines
- Key contacts and timelines

While not a legal contract, an MOU provides a clear roadmap for collaboration and accountability.



Activating Your Partnership

From knowledge to action

1

Choose one collaboration model to pilot this quarter

2

Schedule an intro call with an ATP you've identified

3

Use our guide on the Chapter Marketing Portal

4

Share success stories with your Chapter Engagement Partner

Pro Tip:

Treat your first partnership as a pilot. Be transparent about what you're testing, gather honest feedback, and refine together.

Strong long-term collaborations start with a shared willingness to learn and adapt.

Wrap-Up and Next Steps



**Pick one model to pilot.
Identify one ATP to explore it with.
Schedule one conversation in the next 30 days.
Treat it as a pilot, not a permanent program.**

Thank you

Explore the full Chapter <> ATP partnerships guide on the Marketing Portal

The screenshot shows a web page with a navigation bar at the top containing links for Marketing News, Start Here, Marketing & Engagement Resources, Event Resources, PMI Advocacy Resources, Brand Guidelines, Logos & Graphics, and More. A sidebar on the left lists various engagement topics, with 'Partnering for Impact: A Strategic Guide for Chapters and ATPs' highlighted. The main content area features the title 'Partnering for Impact: A Strategic Guide for Chapters and ATPs' and a sub-navigation menu with links for Introduction, Identifying Potential Partners, Starting the Conversation, and Selecting a Collaborator. Below this is a large banner image showing two men shaking hands in front of a window, with the text 'Partnering for Impact' and 'Build stronger programs and lasting engagement through strategic ATP partnerships'. The page also includes a section titled 'Why Partner with an Authorized Training Partner (ATP)' and a paragraph of introductory text.



Explore the Guide